

1. INTRODUCTION

1.1.COMPANY OVERVIEW

The HSBC bank stands for the Hong Kong Shanghai Banking Corporation. HSBC is a huge union between the global bank in Europe, India and China. The first HSBC was open in Hong Kong in March 1865, a month later it also opened in Shanghai. In 1992 HSBC served the first headquartered in Hong Kong. Now days HSBC has spread all over the world with headquarter in London. The bank was born from a small idea by the Scotsman Sir Thomas Sutherland and in 1999 the bank established as an international brand name. HSBC became one of the largest banking groups in the world. HSBC group provides a whole range of financial services to personal, commercial, institutional and investment, corporate, and private banking clients.

HSBC has a massive operational base in Asia. Also, HSBC has significant monitoring, investment, and insurance activities around the world .2002 HSBC became "**the world's local bank**" it has more than ten thousand offices around the world operating in eighty two countries including the Middle East, Asia pacific region, Africa, Europe and The Americas. The bank has around thirty one thousand and two hundred employees and almost one hundred twenty five million customers around the world. HSBC has many areas such as: environment, community, education, and project to support volunteer programs and charities. HSBC has a wide-ranging international network through advanced technology, HSBC network includes a providing financial services, personal financial services, rapidly growing e-commerce capability, commercial banking, investment banking and markets, private banking, and other corporate services.

1.2.PRODUCT PORTFOLIO

The bank mainly target to the four type of business, and provide their immense support to the below areas, which is

- Retail Banking and Wealth Management
- Commercial Banking
- Global Banking and Markets (investment banking)
- Global Private Banking.

Retail banking and wealth management

HSBC provides more than 54 million customers worldwide with a full range of personal financial services, including current and savings accounts, mortgage loans, car financing, insurance, credit cards, loans, pensions and investments.

Commercial Banking

HSBC provides financial services to small, medium-sized and middle-market enterprises. The group has more than 3 million of such customers, including sole proprietors, partnerships, clubs and associations, incorporated businesses and publicly quoted companies.

Global Banking & Markets

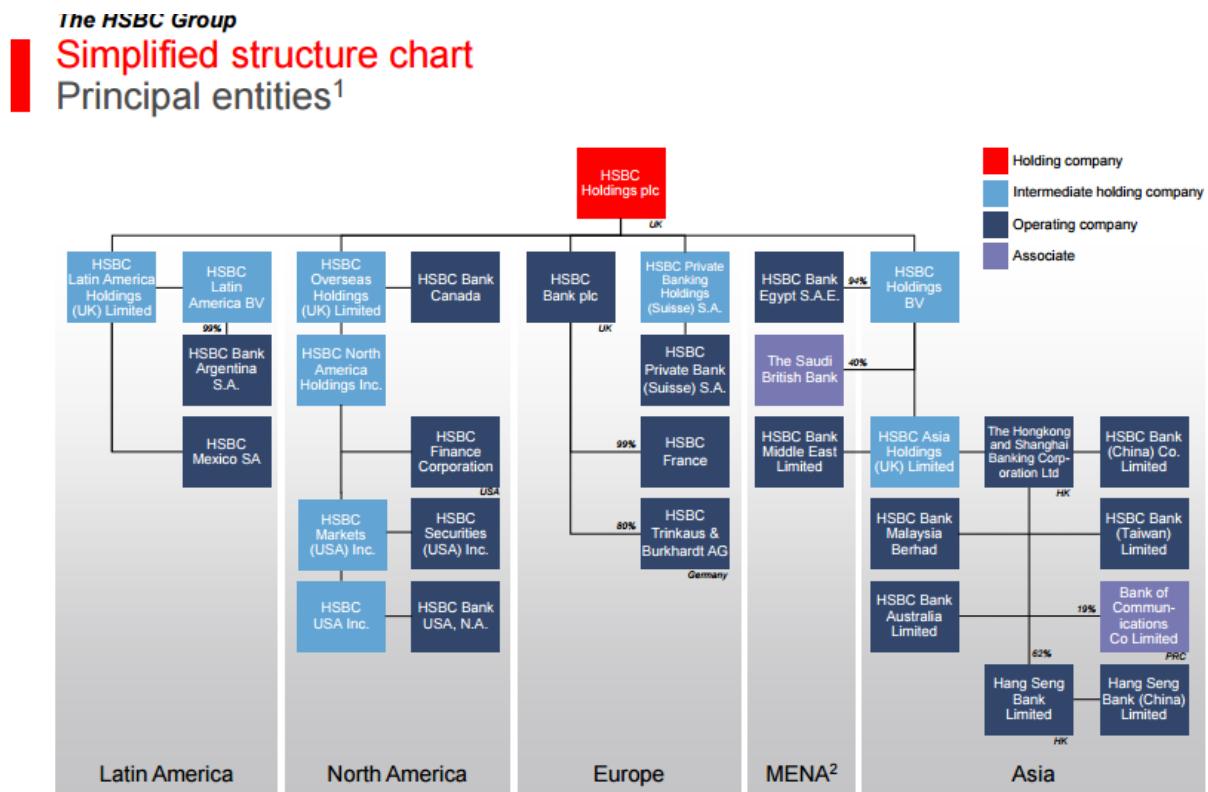
Global Banking and Markets is the investment banking arm of HSBC. It provides investment banking and financing solutions for corporate and

institutional clients, including corporate banking, investment banking, capital markets, trade services, payments and cash management,

Global Private Banking.

It's provides services to high-net-worth individuals and their families through 93 locations in some 42 countries and territories in Europe, the Asia-Pacific region,

1.3 COMPANY STRUCTURE



1. At 21 December 2016, Priority Markets. All entities wholly owned unless shown otherwise (part ownership rounded down to nearest per cent). Excludes other Associates, Insurance companies and Special Purpose Entities

Basically HSBC Operates with the several territories in the world which is Latin America, North America, Europe, mena and the Asia so it's very curial to define and draw the Organization and Company chart.

2. DESCRIPTION OF WORK COVERED

2.1.POSITION: CLIENT DUE DILIGENCE ANALYSTS

In HSBC my role is to analyses the customer and do the review about the customers and determine the Customer is going to inhibit the bank or determine he/she is good to exist.in addition to that we have to promote our new products and services to the Customer via voice person. The process is we are reviewing the customers by annualy.after 3 years and the 5 years its depending on a Customer risk rating for high customers we have to do our review annually for the medium we have to do review after 3 years and the for law profiles we need after 5 years through this rigorous review we have to do Transaction Review for the Customers so from their we can determine what product that the Customer will use so if the transactions are more high we would like to recommend new products to the Customer what we doing is at the same review we recommended different products which are available in bank and customer may not engage with.so after the every review we assign it to Voice person so he's the one who contact the customer and give those information to the customer.

Now I'm currently working SRILANNKA RBWM DEPLOYMENT team and there is a One Assistant manager, five analysts and two Quality checkers

2.2. DUTIES AND RESPONSIBILITIES

I was assigned to specific work areas and activities which are mentioned below

- Analysis the Customer and Give a Risk Rating to them
- Determine and Confirm the Inhibit Customer's list with the Middle Office
- Determine their any Suspicious transaction are happens in the Customers' accounts
- Determine the Unusual transaction and escalate them to financial crime control team.
- Determine the all Customers information given by the customers are Up-to-date
- If there is a discrepancy identified clarify those information with contact respective Relationship managers
- Effectively participate to the weekly Business call and follow the guidelines and distribute with colleagues
- Give final review to the Voice Person in order to contact with the customer
- Make sure at the end of the day MI and Other reports share with the managers, assistant vice president and to the Business area.
- Effectively Participate to the Night Shift Committee task and emulate the committee success

2.3. WORKING ENVIRONMENT

I worked in the head office of HSBC GSC Colombo which is situated at Rajagiriya. The working environment inside the company is very helpful and the structure of the company is based on the mix of flat and long structure. The company as a whole has very integrated and open culture where everyone can come and get their problems answered by the top level managers at ease and separate departments have separate sub cultures which are in line with the company culture.

The company consists of very experienced senior management and motivated workforce of different age groups. Moreover the tradition of speaking both Sinhala and English language is adding flexibility and better interaction among people. One common thing to get observed is its interior design that made of creative graphics, shapes, gaming room, Breakouts, tables that emphasize the free, calm and composure (according to the Buddhist teachings), feel worthy surroundings in the first place.

2.4. EXPERIENCE OF ACCOMPLISHMENTS

I consider the period of two years spent at HSBC could play a massive role in going forward towards my career rankings. During this period I was able to acquire more experiences in the real working environment of the company.

For instance:I have work with different countries (Singapore,Malta,Australia,UK,Srilanka) and be able to contact with the various types of relationship managers, assistant VP's and Customers. Further I was able to be part of Night Shift Committee activities. Sometimes I was given certain tasks to be completed without the help of Manager such as Daily MI preparations and conduct the weekly call, so that I was successful in taking up the responsibility as to which I was required to do, thus this has given me a good support to my career development as well as my personal development.

The best thing I obtained being involved with HSBC was how to interact and deal with different levels of people especially with relationship managers other than the academic content in which we educated from school, university, professional bodies etc. Moreover participating in board meetings and weekly Business call help me to acquire a better experience on how to conduct maintain professional relationship with relationship managers and employers and also another significant experience is where I have to work with the pressure in order to encounter deadlines.

3. PRACTICAL TRAINING IN HINDSIGHT

3.1. CATEGORIZATION OF WORKS

As there are lot of competitors in the banking industry customer service is very important to the company to retain customers and also the word of mouth promotion from existing customers by recommending the performance of company products to others is essential.

3.1.1. CUSTOMER SERVICE

The company maintains a hot line number in which customers are eligible to inquire about the products, technical methods of use and also make complaints regarding the products. I was given the responsibility of responding the customers via relationship managers those who inquire and complain about the inhibition the customers.

3.1.2. PRODUCT MANAGEMENT

As I mentioned above we have to review the customers and give review results to the voice person and we have to mention what product may useful to customers in future as an example if the customer have joint account with the credit card we may asked to apply for the Supplementary card also to the customer.afrer the convinced process

regarding Supplementary card if it's need for the customer he or she definitely may tend to by particular product.

3.2.VALUE OF MARKETING IN PRACTICE TO PERSONAL AND CAREER DEVELOPMENT

Marketing in Practice is a great value addition to the degree program. The program enables students to get a head start in their career development which makes them go out to the industry with a considerable amount of experiences. Thus after the degree program, the students can look for a job with greater salary packages and benefits.

On the other hand this practical session allow undergraduates to apply theoretical knowledge they get from the classroom in to practice. During the four year graduation period university students accumulate lot of theoretical knowledge which is really necessary to perform works practically, on various subjects.

3.3.RELEVANCY OF PRIOR UNIVERSITY LEARNING

The learning from the degree program for the job is very relevant, but only in basics. Most of the times, the job related knowledge and know-how is unique to the job itself. What matters is how good we can apply the basics we learnt to the practical scenarios of day to day work. The know-how is new everywhere, the basics helps to grab it easily. So when carrying out the duties assigned to me and to develop the career ladder, the knowledge I gain from the university studies is very much important.

3.4.RELEVANCY OF PRIOR UNIVERSITY LEARNING

The learning from the degree program for the job is very relevant, but only in basics. Most of the times, the job related knowledge and know-how is unique to the job itself. What matters is how good we can apply the basics we learnt to the practical scenarios of day to day work. The know-how is new everywhere, the basics helps to grab it easily.

So when carrying out the duties assigned to me and to develop the career ladder, the knowledge I gain from the university studies is very much important

4. POSSIBLE IMPROVEMENTS FOR THE TRAINING ORGANIZATION

- In HSBC HDPL staff have to work with a shift because of the respective business areas prime times differ than srilankan times. slots of staff suffering with doing night shift although they have a night shift allowance this is a major drawback of the company.so I recommended to the company adjust with the srilankan time slots
- The Yearend Bonus and increments are depend the year end performance rating if someone got the inconsistent rating he or she won't able to claim any bonus or increment. This is a rigorous issue because if the employer got any inconsistent performance rating he or she not eligible for the bonus the impact is employer get dissatisfy with the employee and may tend to resign from the company so my recommend is maintain the proper bonus and increment procedure for to the employers
- Sometimes there are miss communication among the Relationship manager and the middle office so impact is severe as an example if the Customers documents and all things is align and if the RM failed drop a mail to the Middle office sates the" customers documents are in order" middle office freeze customers' accounts.withing fourteen days so this also severe problem. It's basically draw to the miscommunication.
- Company spent massive cost on posters where the cost could be cut half and allocate it for cutouts to be displayed in main junctions, where no attention was paid towards it.
- Employers work load closely, Company spent massive cost on posters and leaflets where the cost could be cut half and allocate it for cutouts to be displayed in main junctions, where no attention was paid towards it.

- Monitors with the ICATS system. It's also annoying while doing do Customer review
- Another thing is a when we doing transaction review, it's basically we compare with the customer's Account information Update form income(monthly or annually) that he mentioned in here if the customer credit turnovers get above the threshold we identify it as a spike and do the investigate about that sometimes voice person ask the this particular amount credited to the account and why it was credited and the what source of fund you credited customers account.in here customer may face some uncomfortable situation because it's may be genuine reason that money come to the his account and also it's may be a customer privacy issue from that customers may dissatisfy with the bank and most of the time they closed accounts from the bank.
- If there is an any Update or any trainings happen new they not giving the training all the time. There is a portal call my learning center (E learning) from their we have to logging with their PC's and understand the regarding new things and finally we have an assessment to do and also every individual have to get 80% minimum score to pass the exam, it's a bit of annoying thing. Individuals may like to have proper training rather than E learnings.

5. CONCLUSION

5.1 DIFFICULTIES AND PROBLEMS

Practical gives an exclusive value to life through learning and experience. As an undergraduate it was a valuable opportunity to put things learned in to practice before step in to real competitive market place. Since I have not got any practical work experience before entering to this company, I had some difficulties when adapting to a new company culture, learning the new company system and working under pressure. Also balancing work as a student and an employee is also difficult at the initial stage.

In most of the reputed companies, there is a unique culture built around their companies and the most of the employees carrying negative attitudes over university undergraduates, where I also had to face such situations at the beginning. Not like the academic environment, in working environment I have to deal with different personalities where it took few time to identify each and every one separately and to make myself adjust to deal with them in different manner.

5.2 SUGGESTIONS FOR FUTURE UNDERGRADUATES

As a Customer Due Diligence analyst the most vital thing is to have an excellent understanding about company working environment, services offered and the target market. If we have the basic knowledge it will be an added advantage to work in a suitable manner. So it is important to improve the language skill since communication is a vital requirement and measurement in the first place. Next the personality which accounts for the way the person walks, dresses, talks and even laugh.

At the same time you should be able to work with a maximum effort and perform the level best since it aids to enhance your knowledge and skills likewise it can make us more recognized in the field.

Making mistakes is a common picture as trainees. That is where we are going to find out something new. But it is not acceptable to repeat the same mistake again and again. If there are uncertain or difficult activities given, do not think twice to discuss with supervisor. They are always there to help us on such situations by way of giving advices and proper guidance. Always back yourself up and be alert and curious on accumulating modern knowledge and experiences without wasting time.

It is indeed crucial to balance both university education and training work. If an undergraduate is to excel in the given position, he/she can look forward to walking away with positive recommendations, and sophisticated interpersonal skills and capabilities.

